

Distinguished Achievement Citation

Linda Stewart Wolf

Class of 1969

It is an honor and a privilege to acknowledge the many accomplishments of Linda Stewart Wolf and to present her with Ohio Wesleyan University's Distinguished Achievement Citation.

Ownership and accountability: two important words that might serve as a catch phrase for Linda Stewart Wolf. Two words that sum up her belief in her company, her career and herself.

Linda graduated from Ohio Wesleyan in 1969 with a Bachelor of Arts in Romance Languages. While a student, she was a member of the Gamma Phi Beta sorority and the Association of Women Students. After completing her formal education at Ohio Wesleyan, Linda worked six years at Time, Inc.; a year as a senior research associate at H.J. Heinz Co.; and two years as an account executive at Ketchum, MacLeod and Grove.

In 1978, her career with Leo Burnett began as an assistant account executive. Due to her talents, she moved upward to Vice President in 1982 and became Executive Vice President – Director of Business Development Worldwide in 1993. It was during her time as Executive Vice President that she was elected to the board of directors. Shortly thereafter she was named President of Leo Burnett USA, and perhaps not surprisingly was the first woman to hold this position. During this time Leo Burnett embarked on a campaign drive that saw the most aggressive growth and diversification in the company's history. Strategies included moves into the healthcare, technology, and multicultural marketing arenas. Under Linda's leadership, Leo Burnett USA won more than \$600 million in billings from 13 new clients in 2000. In January 2001, Linda picked up the global reins of Leo Burnett Worldwide as the Chairman and CEO. Linda's creative leadership has earned Leo Burnett nine prestigious "Effie" Awards given by the American Marketing Association.

Along with her many duties at Leo Burnett, Linda finds time to contribute to her community. She currently sits on the boards of Chicago's Field Museum of Natural History, The Off The Street Club and the Economic Club of Chicago. She is also a member of the University of Illinois Advisory Board, The Chicago Network and The Committee of 200. In 2000, Linda was named the Women's Advertising Club of Chicago's "Advertising Woman of the Year."

A quote of Branch Rickey's comes to mind when talking about Linda Stewart Wolf. – "Never sacrifice opportunity for security." Strength and single-minded determination coupled with a generous helping of courage has allowed her to face unique challenges with much success and makes her the perfect recipient for the Distinguished Achievement Citation.

We join her reuniting classmates in saluting Linda Stewart Wolf and recognizing her outstanding achievements through the presentation of this Distinguished Achievement Award.

May 15, 2004

